

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

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## AMERICAN NURSERYMAN --- September 1, 1932

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L. M. GEMINDER  
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

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Rochester, N. Y.

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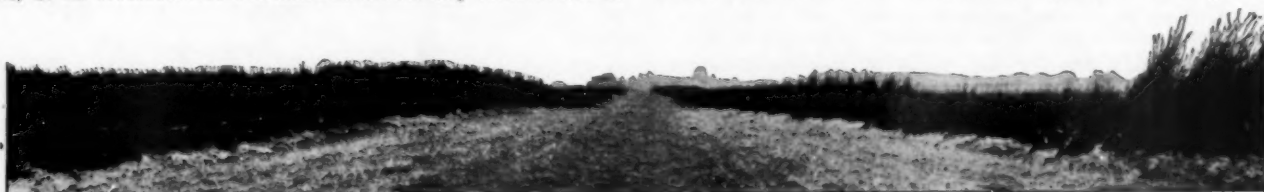
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# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVI

ROCHESTER, N. Y., SEPTEMBER 1, 1932

No. 5

## Reforestation Grievances Cited by Nurserymen

**Conferences Between Nurserymen and Conservation Commission Suggested to Thresh Out Matter—Smoot-Hawley Tariff Criticized—Red Spider Serious Pest**

**F**IRST annual meeting of the Virginia Nurserymen's Association was held at Roanoke on August 15th. Although the organization is just one year old, it has already accomplished things of very definite benefit to the Nursery industry in the state.

The topic of discussion which caused the most interest and repartee was that of "abuses" of state reforestation of denuded areas following an explanation of "Plans and Purposes of the Virginia Forest Tree Nursery" by R. S. Maddox, assistant state forester. At the suggestion of R. A. Burson, state landscape engineer, a motion was made by C. B. Watkins, of Midlothian, that people using trees furnished by the state Nursery for purposes other than reforestation be liable for a misdemeanor. It was suggested that conferences be held between the association's legislative committee and the conservation commission of Virginia at which "the problem might be threshed out."

The protests of the Nurserymen were based upon alleged infringements of the applications for trees by private individuals, and a consensus also indicated that they disliked grants of trees to public schools for decorative purposes. The state Nursery does not furnish trees for shade and decoration of state highways, the assistant state forester said.

E. M. Quillen, Titus Nursery Co., Waynesboro, who is a member of the executive committee, cited Fairfax Hall at Waynesboro as a case of infringement of application. Mr. Quillen said that his Nursery had sold trees for the decoration of the private girls' school's campus until the state Nursery furnished them for reforestation two years ago. He declared that the campus of the school had been reset with some of the trees.

Mr. Maddox replied that he had gone over the grounds with an official now dead and that the trees, short-leaf pines, were to be underset in a woods which was the school's property adjoining the campus.

"What is a school's campus?" queried Mr. Quillen.

Infringements of the applications, according to the Nurserymen included not only selling young trees on markets after setting them out for a year but also cutting them at Christmas time and resetting them for ornamental and shade purposes. Applications to the state Nursery include statements that the trees will be used only for reforestation and as windbreaks.

About a half million acres of land in Virginia "need to be reforested," Mr. Maddox said.

The Nurserymen had no complaint about many of the types of trees furnished by the state Nursery; they mentioned only those which they themselves grow, including white, Scotch and Austrian pine, the Norway spruce and the Douglas fir.

In addition to these, the Nursery grows

loblolly, short-leaf, pitch and black pines, black and yellow locusts, American arbor vitae, yellow poplar and ash.

The trees are sold in lots ranging from 100 to 50,000 for from two to five dollars a thousand. The price was characterized by President L. M. Jones, of Norfolk, as a "cost that is making Nurseries shiver."

Several Nurserymen criticized the minimum lot sold, saying that 100 trees would not be wanted for other than ornamental and shade purposes, but Mr. Maddox replied that the small quantity can be used in a small fire-swept area.

Practice in Ohio, where he said every farmer became an amateur Nurseryman, was cited by G. T. French, State entomologist. Fred Shoosmith, Richmond, suggest-



OWEN G. WOOD, Bristol, Conn.

ed a study of practice in Pennsylvania, where abuses of state reforestation were stopped.

Mr. Maddox declared that the reforestation on public school grounds was valuable to students. He said that he appreciated the sentiments of the association, and added that he wished to cooperate in righting any wrong. He believes that the state program is aiding the Nurseries in showing people the value of trees. "When individuals apply for trees for decoration or shade, we refer them to Nurseries," he said.

### Attacks Smoot-Hawley Tariff

The address of the president presaged the argument over reforestation. Beginning with a criticism of the Smoot-Hawley tariff as interrupting the free movement of world trade, he traced the organization of the association from August 17, 1931, to the present.

He then turned to the Clark-McNary bill authorizing national reforestation, and praised the preamble, but said sections four and five placing allotment of trees in the hands of county agents, ruined the preamble. Mr. Jones related that a conference with Harold Neale, state landscape engineer with the Virginia highway commission, resulted in the decision to postpone beautification of the state roadsides with state-grown trees.

"Get the government out of the Nursery business," he pleaded.

### Perquisites For Beauty

Allan H. Reid, assistant professor of

landscape gardening at Virginia Polytechnic Institute, Blacksburg, lectured on "Effects in Ornamental Planting," illustrating with slides. Massing, like texture, analogous color and open lawns are perquisites for beauty in the field, he said, adding that Nurserymen should become better versed in landscaping. He recommended wrapping in burlap bags of all trees.

E. M. Quillen, speaking on "Horticultural Standards," emphasized their need in order to eliminate misunderstanding of bids for orders and the "suicide among Nurseries in competition for business."

### Red Spider Worst Pest

Red spiders were named the most dangerous of pests in the state today by G. T. French, state entomologist, who said the Japanese beetle was controlled by 4,000 traps in almost every region. Trees weakened by drought have also been infested with several types of borers, he said.

W. J. Billerbeck, of Waynesboro, advocated the adoption of an efficiency record by the association, "to weed crooked Nurserymen and salesmen from the state."

Paul Lindley, Greensboro, N. C., who was to be one of the guest speakers at the convention, was unable to attend, because he had suffered a broken shoulder in his office at Greensboro.

Owen G. Wood, of Bristol, was elected president; E. M. Quillen, Waynesboro, vice-president; W. N. Roper, Petersburg, re-elected secretary-treasurer; Kent Hood, Richmond, executive committeeman, and L. M. Jones, Norfolk, the retiring president, executive committeeman. The next convention will be held at Alexandria, La.

Three concerns had exhibits: Sherwood Nurseries, Salem; Hedge Lawn Nursery, Richmond; and Titus Nursery, Waynesboro.

### A Very Destructive Disease

Fearing the spread of the Dutch elm disease from Ohio to Pennsylvania, the Pa. Bureau of Plant Industry, Harrisburg, is requesting the public to cooperate in a state-wide hunt for infected trees. The symptoms are easily recognized; infected trees showing a wilting of the leaves which usually curl up, become crisp while still green, die and drop prematurely. Elm trees showing abnormally small and pale green foliage are to be suspected while severely infected trees are quite outstanding and cannot be overlooked. The sapwood of infected twigs and branches shows a brownish discoloration which appears as a ring made up of numerous small brown dots and is usually found in the region of the sapwood or cambium.

At the California Nursery Company's annual rose show this year, more than 1100 visitors attended on a single day. The show is open for a week. Among the new roses that attracted special attention were Rosella Sweet, a coppery orange variety; Caledonia, considered the best of the new white roses; and the Gold Medal rose Mrs. Pierre S. Dupont. The new maroon-red rose, Director Rubio, giving the impression of being almost black, was the sensation of the show.

# Lack of Cost Finding Knowledge Serious Situation

Statistics Needed—Other Industries Active In Planning Prospective Business—Nurserymen Do Not Take Full Advantage of Collateral Aid

Attorney M. Q. Macdonald who addressed the A. A. N. convention on "The Job Ahead as Seen From Washington," made some very pertinent remarks that the entire Nursery trade will do well to re-read and digest. Mr. Macdonald said in part:

The knowledge of the cost of doing business, or rather the lack of knowledge of cost finding, is one of the most serious problems of business, and one of the commonest causes of demoralization in industry. One may, it is true, be forced to sacrifice goods and take a loss, but if he knows the cost, he knows the loss and any Scotch ancestry he may have will cause him to die hard and yield as little as necessary.

Two relatively recent investigations have revealed some astonishing facts. The Attorney General of the United States reporting on an examination of 408 business failures made the astonishing statement that 96, or 21%, kept no books at all, and 120 kept inadequate records. In New Jersey after a study of bankruptcies it was stated that while the depression, capital starvation and savage competition were the three causes usually blamed for failures, the real cause was the inefficiency of the one who failed—having kept no books, never having taken an inventory, extended credit unwisely, and engaged in other practices inconsistent with commonly accepted principles of sound business. No books, no inventory, no knowledge of costs—no luck.

Cost keeping in this industry may be more than usually difficult although not more so than in a number of others. It is not a panacea but the work that has been done along this line by other trade organizations might well be the subject of careful study. The Steel Founders Society of America has recently appointed a special committee to develop a better uniform accounting and cost system.

As sales below cost are due not only to ignorance of cost, but to overproduction, it may be noted that among the recent activities of organized business is the further development of the statistical department of the Silk Association of America which is seeking more accurate information concerning stocks on hand.

## Always a Problem

The matter of overproduction is always troublesome. To a certain extent it is relieved by more accurate knowledge of stocks on hand. One really serious aspect of overproduction is that it is an evil that can be only partially corrected by the use of sound judgment in the light of statistics of production. You may know the number of every variety of tree and shrub growing and ready for sale, but you never know and never can know the number of automobiles and refrigerators or oil burners that are going to be dumped on the market or the terms on which they may be sold. At best your information is limited to your own industry, and overproduction in any one of a dozen competing industries may upset your calculations.

That suggests that the industry must be more watchful of the activities of competing industries, be a trifle more conservative in estimating necessary production, and should devote more and more thought to ways and means of beating the oil burner salesman to the customer's dollar. It must display better and better salesmanship. By salesmanship I do not mean slaughtering prices. One of the most distressing examples of the results of indifferent salesmanship is the furniture industry. There may be notable exceptions, but I personally cannot recall any furniture advertisement that is not based on price appeal alone. Three months ago while in Michigan I saw a full page advertisement of a furniture house offering furniture at possibly less than cost. Further, they had inaugurated a real estate service and offered to find any customer a house for rent less

than they have been paying, and, better and better, they offered to prospective brides and grooms the free use of a chapel, the service of a minister free, free flowers and a free wedding cake. Finally, remembering that they were in the furniture business, they not only announced their slashed prices but offered \$50 worth of furniture free, to be selected by the bride.

Of course there was a catch in it somewhere. They did not say how much furniture must be paid for—probably \$100 worth on terms and everything subject to recapture except the bride. This of course is not typical. It is an extreme example, but you may imagine the effect on competitors and prices, and on the financial stability of the retailers and, indirectly, on the creditor manufacturers. Policies such as these, overproduction, and doubtless other contributing causes culminated in the creation about a month ago of the furniture reconstruction council to attempt to clear up the debris of demoralization.

## Other Industries Active

I would like to emphasize the fact that other organized businesses are not only NOT quitting, but giving more attention than ever to plans for regaining every customer and finding new ones. The lumber industry is experimenting with intensive canvassing in rural and suburban districts. Upon the results of these experiments which are being carefully watched, will depend further plans for capturing the dollar that we, among others, want to bring home.

The western lumber manufacturers announced "A mobilization of brains and merchandising power to place our western distributors in the vanguard of the march to industrial recovery."

The sheet metal industry has been working along the same line and utilizing the unemployed metal workers who have scouted out business by canvassing that would never have come to them even in normal times.

The gas burner industry has announced plans to increase sales that will involve an expenditure of \$6,000,000 in the next three years. They are out to get the business that has been going to the oil burner salesman and the coal dealers.

The heating and piping contractors asso-

ciation is engaged in intensive sales effort in modernizing heating equipment.

Who will be able to persuade the homeowner to part with his dollar or rearrange his budget—the Nurseryman, the lumberman, the painter, the journeyman, sheet-metal worker, who goes out and finds the work, or the refrigerator salesman who calls on the telephone and follows it up with a call on your wife, who, in turn, calls upon you to find the necessary money?

## Collateral Aid for Nurserymen

Nurserymen have been somewhat fortunate in having other industries help them out. Or perhaps it has been unfortunate. It may have rendered them less aggressive, and more willing to wait for business to come to them. When business is slack it is a case of "If the mountain will not go to Mohammed, Mohammed must go to the mountain." I doubt whether some of us have realized that.

Let me mention one example of outside help that is probably little known.

For years the paint industry has sponsored paint up clean up campaigns throughout the country. The movement has grown and continues to grow. A community that once puts over a successful clean up campaign seldom fails to make it an annual community job. The success of each campaign depends upon the varying abilities of the local organizations. A community doing a splendid job one year may do less next year, and excel itself the next—but the work goes on. The feature of this work that may astonish some of you is that recently the organizers of these campaigns have become plant conscious and "plant up" is as often as not given equal place with "paint up." "Clean up, paint up, plant up" is the slogan of hundreds of campaigns throughout the country. Hundreds? Are you at all astonished to know that this year there were over 7,000 such campaigns? I shall come back to that.

Are you aware that under the auspices of better homes in America over 9,000 better homes campaigns were put on in the United States this year, and that one of the purposes of these campaigns is "to promote the improvement of house lots, yards, and

(Continued on Page 82)

## The Hemlock Arboretum at "Far Country"

"Far Country" is located on the outskirts of Germantown, a part of the city of Philadelphia, on a plateau overlooking the Wissahickon Valley and surrounded on three sides by the lands of Fairmount Park. Here in the romantic gorges and rocky hillsides of the Wissahickon the Eastern hemlock, *Tsuga canadensis*, grows naturally and in great profusion. In the spring of 1931, with a foundation of numerous specimens of three varieties planted in the spring of 1917, Charles F. Jenkins determined to establish a hemlock arboretum and bring together all the varieties which would grow in southeastern Pennsylvania. The arboretum has been recognized by the Department of Agriculture.

Mr. Jenkins says: "While I lack the botanical and technical scientific training to get the most out of such a collection, I will be able to afford to students, botanists, horticulturists and Nurserymen, opportunities for comparative studies. I can determine which varieties are safely adapted to our climate and I may be able to introduce to my friends some new varieties which will give pleasure to them."

A cordial welcome is extended to all who may be interested in visiting this embryo arboretum. Correspondence is invited with those who may have varieties others than those listed below, which have already been planted in the arboretum.

*Tsuga canadensis*—varieties eastern hemlock, sargentii, gracilis, compacta, atrovirens, friendi (or freudii?) nana, parvifolia, alba spica, globosa, aurea, macrophylla, hussii,

pendula, dawsoniana, hunnewelli, fastigiata, and seven unnamed varieties.

*Tsuga caroliniana*.

*Tsuga mertensiana*—hookeriana, pattoniana.

*Tsuga pattoniana*—glauca argentea.

*Tsuga heterophylla*, sieboldi, diversifolia and dumosa.

Mr. Jenkins says: "In addition to the above list already planted, through the courtesy of the Arnold Arboretum specimens of *Tsuga chinensis* are being grown for me from scions supplied by them. I have been able to learn of only two specimens of this tree growing in North America: one at the Arnold Arboretum and the other on the estate of Theodore A. Havemeyer on Long Island. This statement may bring forth information regarding others. *Tsuga yunnanensis* and *Tsuga jeffreyi* are being propagated for me in England. The specimen of *Tsuga yunnanensis* formerly growing at the Arnold Arboretum died some years ago. It was thought to be the only specimen in North America."

Dr. Liberty H. Bailey, Ithaca, N. Y., made a visit to this arboretum in the spring of the year and was very favorably impressed with the progress already made, and found particular interest in an unnamed variety of *Tsuga canadensis*, the most distinctive and unusual type in the collection—pyramidal, with graceful drooping branches and small leaves. This specimen, a seedling found in the Towson, Md., Nurseries, was planted in the arboretum in April 1931. It is six feet, eight inches in height.



# Long Island Nurserymen's School Well Attended

Insects and Diseases of Nursery Stock Fully Discussed by Instructors of the New York State College of Agriculture—Further Research Promised

**T**HE first Nurseryman's school ever to be held on Long Island assembled at Farmingdale on August 10-11-12. This school was sponsored by the Long Island Nurserymen's Association, the New York State College of Agriculture and the Nassau & Suffolk County Farm Bureau Associations. The facilities of the New York State Institute of Applied Agriculture were used for the school.

Mr. Henry Van den Hoorn, president of the L. I. Nurseryman's Association and president of the Westbury Rose Company, was the guiding influence which made this school possible. About ninety Nurserymen from all parts of L. I. were present for the school. Estate superintendents, seedsmen, private gardeners and Nursery inspectors were also present.

The teaching staff included Dr. C. E. F. Guterman, Department of Plant Pathology, Prof. C. J. Hunn, Dept. of Floriculture and Mr. W. E. Blauvelt, Dept. of Entomology, all from the New York State College of Agriculture at Ithaca.

The discussions at the school were centered around the growth of and protection against pests and diseases of broad and narrow leaf evergreens. Many growers brought in to the school specimens of evergreens, troubled with pests, to aid in the discussions.

Dr. C. E. F. Guterman in his talks discussed the problems of disease control on broad leaved evergreens and related Nursery crops. He mentioned some of the more specific diseases such as wilt and blight of rhododendron, and the best means of control. He also discussed different sprays and dusts which might be used for certain diseases in the Nursery. The last day he touched upon ways in which the college can be of assistance to the Nurserymen.

Professor C. J. Hunn discussed in detail the management of soil where the two general types of evergreens are to be grown. He also gave a very timely discussion on propagation hints, both new and old, and the last day he presented specific recommendations for growing rhododendrons and their kin.

Mr. W. E. Blauvelt discussed pest control. He described specific control for such pests as the spruce gall aphid, boxwood leaf miner, rhododendron lace bug, oak twig pruner, bud moth, European pine, shoot moth, pine leaf scale, etc. He also gave a general discussion on modern insecticides for use by Nurserymen.

The mornings during the School were spent visiting Long Island Nurseries, with President Van den Hoorn as host. The Nurserymen's Association is making efforts to have experts under the direction of Cornell University placed on Long Island to work on local problems and to advise the public in protecting their investment in trees, shrubs and grass.

It is expected that more research in pests and diseases on Nursery stock will result from the visit of College instructors.

## Red Talisman Rose

The following rose has been approved and is proposed for registration by the American Rose Society: **Red Talisman**, H. T., originating with Amling Brothers, Santa Ana, Cal.; a sport of Talisman.

The plant is similar to Talisman. It has dark, leathery foliage and is a free and hardy producer. The bud is long and pointed. The flowers, which are full, are borne singly with about 45 petals. The flowers are 4½ inches when fully open; moderate fragrance; bright cerise red blending into a yellow shading at the base. It is a free bloomer with very good lasting quality.

## NEW JERSEY NURSERYMEN'S ASSOCIATION

Fred D. Osman, New Brunswick, Secy.

Members will register at the Atlantic City Auditorium at 3 p. m. on Sept. 6th and will receive program and passes for the Atlantic City Flower and Garden Pageant and assemble for the first session.

There will be a combined meeting of all New Jersey State organizations in the Auditorium at 5 p. m. on September 6th.

N. J. A. N. meeting at 10 a. m. September 7th. Subjects to be taken up at meeting:

1. Licensing of New Jersey Nurserymen and Dealers—Col. Ed. Phillips.
2. Flower Show for 1933—M. Le Piniec.
3. Talk on Value of N. J. A. N.—A. J. Jennings.

A hotel is yet to be selected as headquarters for the Association.

An entertainment program is to be arranged for the evening of September 6th, most likely on Steel Pier, starting with minstrels and ending up in the Ballroom. Dinner for members at the hotel to be arranged.

F. D. Osman, Secy.

## Tractors and Tractor Equipment

The latest catalogue from the Caterpillar Tractor Company, Peoria, Ill., is devoted to the Caterpillar Tractor Sixty-Five, credited with sure power and traction to handle heavy work, whether it be earth moving, industrial, logging or farming. Its strength and dependability is described in detail in this profusely illustrated catalogue, available on request, under three main headings of Track Assembly, Transmission and Engine.

Caterpillar Tractors are available in sizes 15 to 68 drawbar horsepower.

The exhibit of the Caterpillar Tractor Company at the Chicago A. A. N. convention was especially instructive to those who availed themselves the opportunity of viewing same, and caused much favorable comment among convention attendants.

The accompanying illustration shows a Caterpillar High Ten preparing seedbed for planting Nursery stock at Stark Bros. Nursery, Louisiana, Mo. The tractor is pulling a double disk and wood float.

Says Superintendent H. L. Reed of Stark Bros. Nurseries: "The Caterpillar Tractor Nurserymen's model is used by us for tree digging all of our fruit trees, shrubs and a large percentage of our shade trees; also for the pulling of a three-row planting opener with view of later on using a three-row cultivator. The illustration below shows the preparation of land with the tractor pulling a double disc and drag."

"One good point about this machine, from

a Nurseryman's standpoint, is that it is a one-man outfit. We feel that it should, and will be, used by all Nurserymen from an economical point of view."

## Atlantic City Show Augurs Success

With almost 500 competitive classes, the list of contestants for the 3rd National Atlantic City Flower and Garden Pageant, to open Sept. 3d in the hugh Auditorium at the famous New Jersey resort, is far in excess of last year's list, and the number of displays and the space they will occupy will break previous records. In addition to the exhibits from nearby territory, entries have been received from the states of Washington, Maine, North Carolina, Virginia, Maryland, Ohio, Illinois and others. Many of these exhibits will reach Atlantic City by airplane.

From far Hawaii is coming an exhibit of rare native plants. These were grown about twenty-five miles from Honolulu, and upon arrival at San Francisco by boat, will be sent east via air express. This display has been obtained through the cooperation of one individual and two groups—the Garden Club of Hawaii, the Hawaii Sugar Planters Association, and Lieutenant Joseph W. Harper stationed at Schofield Barracks on the Islands.

The pageant of blooms in the great Auditorium will change from day to day. In fact, it will not be one show but a series of shows during the eight days of its run. It includes the state shows of the New Jersey Gladiolus Society, the Dahlia Society of New Jersey, the Garden State Horticultural Society, the New Jersey Association of Nurserymen, New Jersey Florists' Association, and cooperating with these are numerous members of the Federated Garden Clubs of New Jersey.

In the garden competitions, there are prizes for rock gardens, water gardens, tropical or semi-tropical, rose gardens, perennials or annuals, nooks, outdoor living rooms, et cetera.

J. W. Johnson is managing director of the Pageant, and the exposition arrangement has been designed by A. D. Taylor, landscape architect of Cleveland, Ohio. It has been so planned that the exhibits cooperate to form a charming and harmonious ensemble.

## North Platte Nurseries Continue

Emil Merscheid, president of the North Platte, Neb., Nurseries informs us that the announcement which has appeared in the trade press regarding the dissolution of his Nurseries is correct only insofar as the incorporation of the company is concerned. The company as a corporation has been dissolved. However, Mr. Merscheid has purchased all outstanding stock and will continue on with the business and will be in a position to serve the Nursery industry in a bigger and better way than ever before.

The firm name has been changed from North Platte Nurseries, Inc., to North Platte Nurseries.



# Federal Quarantines Need Close Watching

Opinion of Chairman Meehan—Revocation of Corn Borer Quarantine May Have Far-Reaching Effects—Inter-State Business Threatened

Albert F. Meehan, chairman, Quarantine Committee A. A. N., referring to the revocation on July 15th last of the European corn borer quarantine by Secretary of Agriculture Hyde, because of "the failure to obtain funds (from the Federal government) sufficient to maintain effective control," says:

"There is dynamite in this subject, and to give you an illustration of just how much dynamite there is in it, I quote a portion of a letter received from M. S. Yoemans, State Entomologist at Atlanta, Ga.:

"Immediately upon notice of revocation (of the Federal European corn borer quarantine) this state, along with others that I know of, placed complete embargoes against the host plants of the European corn borer from those states known to be infested. This became necessary due to the fact that none of the states is financially able to establish a board of patrol.

"I know of the attitude of yourself and your committee in regard to the quarantines, through personal contact, and know you appreciate the value of some of the quarantines. While the revocation of this particular quarantine does not affect the Nurserymen to any great degree, I would like to have you watch the developments in the future as to the action which will be taken in the uninfested states, bearing in mind this points to the future action of some of the uninfested states in regard to some of the major pests now covered by quarantines.

"As we know, the action in regard to the corn borer quarantine can bring only chaos. It is well known a number of the states will not receive the same degree of protection that they would have received had the quarantine been continued. It is my opinion the states will fare far better at the hands of the government than with the individual states. This is primarily necessary to a great degree due to the fact the quarantine departments of the various states are not adequately financed, and with the heads being charged by the law to prevent these dangerous pests, they are forced to resort to what might be termed unfair quarantines, or embargoes."

I would like to have all Nurserymen get the idea that if these quarantines are rescinded and the states cannot effectively place quarantines, it doesn't cost them a nickel to place embargoes!

Here is a newspaper clipping along the same line:

## "Plant Embargo Being Projected by New Jersey"

"Proposed restrictions by Georgia against imports which might carry corn borer are opposed.

"Protest has been forwarded by the N. J. State Department of Agriculture to the state authorities of Georgia against a threatened embargo on plants from New Jersey which might carry the Corn Borer.

"Similar action is contemplated, according to a telegram received from Georgia by a number of the other southern states.

"Mr. Duryea of the State Department of Agriculture made known his protest simultaneously with the announcement by the Department of Agriculture of the revocation July 15th of the Federal corn borer quarantine relating to the shipment of corn and other commodities in New Jersey. The revocation was attributed to lack of enforcement funds.

"The action contemplated by Georgia is entirely unwarranted," asserted Mr. Duryea, "in view of the slight amount of damage caused by the insect in New Jersey. There is no indication the borers would live under the climatic conditions in Georgia. To prohibit the importation of New Jersey products would be to set a dangerous precedent, and it would be

met with action by this state designed to deal with the situation."

Georgia can't eat all its peaches. Iowa can't use all its corn. Kansas can't use all its wheat. The Hood River Valley of Oregon and Washington can't eat all the apples that are produced in that region. I should hate to see retaliatory measures taken, but some of these states are certainly going to take those measures. We will have to watch these questions very closely. Just what we can do I don't know as yet, but our vice-president intends to go East within the near future and have a conference with the Secretary of Agriculture.

I believe that there is a great deal of danger to our industry lurking in this matter of federal quarantines. Remember that quarantines are expensive and that embargoes cost nothing, and if first one state and then another, and one section and then another, place absolute embargoes in effect, it will not be long before your business will be merely a state-wide proposition and interstate business will be killed.

The Georgia embargo covering action in this case reads:

"State regulation number 36 has been revised in order to prevent introduction of the European Corn Borer into Georgia. Transportation of stock so infected from the quarantined area\* covered previously by the revoked quarantine is prohibited.

Articles transported into this state in violation of this regulation are subject to confiscation and immediate destruction at the expense of the carrier, who is also liable to prosecution under authority of Sec. 9, Crop Pest Law of Georgia.

\*Quarantined Area: Entire States of Connecticut, Indiana, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia and any additional states which may hereafter be declared by the United States Department of Agriculture to be infested.

Information just received from R. H. Bell, director, Bureau of Plant Industry, Dept. Agriculture, Harrisburg, Pa., is to the effect that five states—Georgia, Texas, Missouri, Nebraska and Illinois—have placed embargoes on Pennsylvania products, following revocation of the Federal quarantine on account of the European corn borer.

## Nursery Industry Favored

Compared with other industries, the condition of the Nursery business now is not bad, in fact, it is even good. Take the furniture industry, for instance, where the dollar volume has shrunk 57.8 percent as against 44 percent in the Nursery business. The automobile field is another basis of comparison. There, registrations have shrunk 60.8 percent, which is considerably more than the drop in dollar volume of Nursery products. Still another basis of comparison is residential building, which in the past year has shown a 76.8 percent decrease.

Taking into account the shrinkage in the buying power of that portion of the public still regularly employed and the fact that millions of former wage earners are now off the payroll one cannot but conclude that the Nursery industry with its small decrease in tonnage (4 percent from the 1928 or pre-campaign basis) and lesser shrinkage in dollar volume than allied lines, has been unusually favored. There must be some reason for this condition. Is it not logical to believe that it exists in the stimulation which has resulted from the planned activities of the Nurserymen's National Campaign?

—Advtg. Bulletin, A. A. N.  
Campaign Headquarters

## Freight Rate Situation

Secretary Sizemore writes under date of August 24th:

"In regard to the freight rate situation, desire to advise that last week we received a copy of the new Consolidated Classification No. 7 which contains the increases, and this classification is scheduled to go into effect on September 20th.

"However, we are now preparing our petition to the Commission and expect to have the increases on Nursery stock suspended if possible and, if successful, we then expect to follow it up with the Commission and have them cancelled altogether. Should the Commission refuse to grant our suspension we will then have to file a formal complaint and fight it out. In either case, it is a fight before the Commission but if we can get a suspension we will undoubtedly be granted the usual six months. When a shipper secures a suspension then the railroad companies generally ask for a suspension to present their side of it. That means another six months before the rates could become effective."

## PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

- No. 1—Everblooming, a climbing rose, "New Dawn," to Somerset Rose Nurseries, New Brunswick, N. J., Aug. 18, 1931.
- No. 2—Red rose, "Senior," to Frank Spanbauer, Kansas City, Mo., Oct. 13, 1931.
- No. 3—White, pink-tinted carnation, "Joan Marie," to Florex Gardens, North Wales, Pa., Oct. 20, 1931.
- No. 4—Young dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931.
- No. 5—Red rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931.
- No. 6—Rose, pink hybrid tea, "Sweet Adeline," Rapture x Souvenir de Claudius Pernet, to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 16, 1932.
- No. 7—Peach, "Hal Berta," J. H. Hale x unknown yellow variety of strong and vigorous character, to James E. Markham to Stark Bros. Nurseries, Louisiana, Mo., Feb. 16, 1932.
- No. 8—Red rose, "Mary Hart," to George B. Hart, Brighton, N. Y., Feb. 23, 1932.
- No. 9—Pink rose, "Afterglow," to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 23, 1932.
- No. 10—Climbing everblooming red rose, "Blaze," to J. W. Kallay to Jackson & Perkins Co., Newark, N. Y., Feb. 8, 1932.
- No. 11—Pinkish red rose, "Ambassador," to C. W. Hjermd and Paul E. Weiss to Premier Rose Gardens, Maywood, Ill., Feb. 23, 1932.
- No. 12—Red plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.
- No. 13—Yellow Plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.
- No. 14—Carmine plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.
- No. 15—Yellow peach, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.
- No. 16—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., May —, 1932.
- No. 17—Freesia, giant white, to William R. Elder, to Elder & Elder Nurseries, Indianapolis, Ind., May 24, 1932.
- No. 18—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., July 19, 1932.
- No. 19—Dahlia, to Harold L. Ickes, Hubbard Woods, Ill., July 19, 1932.

At the Tenth International Horticultural Congress at Paris, Mr. V. H. Taylor and Dr. M. J. Sirks, have resigned as president and secretary respectively of the International Committee for Horticultural Congresses. In their place were nominated as president, Prof. D. Bois of Paris; as secretary, Dr. J. D. Ruys, De Rollepaal, of Dedemsvaart (Holland), to whom in future all correspondence re the above-mentioned committee can be addressed.

"I have never seen a man fail in business because he knew too much about his business."—Leo Conard, Stigler, Okla.



# Nurseryman Discusses Merchandising Problems

## Salesmanship, Department Store Competition, Retail and Wholesale Business, Nursery Sales Yards—Pertinent Subjects D. B. Cole Tells Ohio Nurserymen

A plain statement of fact but one that I believe is absolutely true is this—

Nurserymen as a rule have been a group of good farmers and growers of surpluses, but have been mediocre salesmen and merchandisers.

Of course, it is hard for even the super-salesman to make profitable and sizeable sales volume in these times but my claim is that the Nurseryman is a rotten salesman in any old time. Now is the time to lay firm foundations for the future, for there is going to be a future. Face the facts, study them, and lay a carefully made plan of merchandising to cover at least a decade.

Do you prefer Wholesale or Retail business? I feel that we should make a clear cut choice here and at least major in one or the other. A jack of all trades is master of none. If wholesale is your selection then your merchandising problem is much simpler than if it were Retail.

The old method of direct mail selling is still effectual and good but the finest success has been met when supplemented by powerful personal contact and every firm that has attained size and stability in the Wholesale business has used personal salesmanship to a large extent.

### Department Store Trade

As to the various Wholesale outlets. You know that selling to other Nurserymen was a business—now it isn't even bread and water. The smart Nurseryman who had the staple line of goods mainly turned quickly to a development of the department store trade. They were good pay and easy to pass off the brush onto. But Store Buyers are Smart Buyers and cannot be beaten for long. And, as aforesaid, the Nurseryman is a poor salesman and now is at the mercy of the Store Buyer. If you want to sell a store you must consign your goods. Isn't that true? And of all consignments—Store Consignment of Nursery stock is an unpardonable sin. Unethical, foolish, unnecessary, uncalled for. A road to the poor house for the Nurseryman and chosen willingly.

Many Nurserymen have left this store trade alone and endeavored to develop trade to municipalities, counties, states, parks, cemeteries, through landscape architects, etc. The Nurseryman with a long list of varieties has the advantage here. This business is not strictly wholesale but is wholesale or semi-wholesale as far as price is concerned. Possibly you have the persuasive powers or the genius to build business along these lines.

However, the so-called Landscape Gardener, the old Tree Dealer, and the Nurseryman, is out as far as wholesale business is concerned and I feel you must choose to develop one of the above named classes.

### Retail Merchandising

Selling to the consumer—the most neglected phase of our business. Only a very few agency or catalogue houses have majored in the retail business. The department store has stolen a goodly portion of the retail business. Can you think of a more unfit method of handling and selling Nursery plants than through store channels? But people look for value and they certainly get price at least from these stores.

In every commodity you buy, a large percentage of the price you pay represents the cost of merchandising that particular item. Production of Nursery stock has reached a high state of perfection, but up to now the purchaser has paid altogether too much "to be sold."

I believe that the Agency House has to receive six to seven times the cost for plants. Yet here is a business that until recently sold over half the volume of Nursery materials in the United States. And still they

have a great future in the small towns and open country.

The Catalogue House has to receive about three times the cost for its plants. Here again is a business that is still thriving in the farm communities and small towns.

But the Department Store has taken over the big cities. They only have to charge double, or even less than double their cost. The shirt you fellows buy during the depression for 50c costs the store about 25c to 30c.

Hundreds of Nurserymen have cried and lamented over the fact that the store was stealing their trade, how unethical they were, etc., etc. I have no patience with such sour grapes. If those things are true it should be very simple to develop a selling scheme that will beat them. Don't worry about other people's methods. If they are wrong, they cannot exist, or at least will cut very little ice. If they are right, they will live and thrive and grow and prosper in the year 1934.

### Quality Stock Needed

There is no doubt that the department store is disposing of mammoth quantities of common plants; much of this stock to a class of people who would not buy from a Nurseryman, but because of accessibility of the plants and attractive prices these customers are led to make a small purchase.

At the best, I do not see how more than half of the plants sold through store channels can live and give satisfaction to the customer. Being very interested in Retail Merchandising in the city of Cleveland I have made a regular study of the condition of stock in various stores, and I believe the above statement to be true. Yet they are improving their methods to some extent and the Nurseryman who is vitally interested in the department store business is, of course, working "toe and nail" to find more satisfactory ways of merchandising his product through stores. Without giving proper satisfaction this type of business cannot live or at least cannot thrive. With all of this in mind the Nurseryman has gone to great length to improve the quality and freshness of the plant. Varied schemes of waxing tops and different types of wraps have been introduced, and there is no doubt that considerable progress has been made. Yet, from personal observation, I believe that even in the spring of 1932 not over half of the plants sold through department store channels could possibly live and give satisfaction for the customer.

In some instances the store had a manager in the department who really knew live Nursery stock from dead stock, and this man insisted that dead plants be thrown away and destroyed, instead of being sold to the customers. In most cases this was no loss to the store as such stock was invariably on consignment.

The Special Peat Pack in a lithographed carton was supposed to be the salvation of this type of business. However, the cost of preparation of such a pack was so heavy that the individual plants had to be sold at prices ranging from 50c to \$1.00 each. The average store customer is not the high-class buyer that the majority of good Nurserymen and landscape men get. This store customer had been accustomed to purchasing store plants at prices from 19c to 25c. It is my belief that the price was rather prohibitive and that these high price packs were not successful but a rather novel and new idea that should be attended with greater success the first year than ever after.

I do not believe that this "Special Pack" is a solution of the store business as the store usually wants quantity sales, and quantity sales cannot be had in a store with such a high priced item. However, from a standpoint of supplying the customer good live, fresh, Nursery plants this pack is quite successful; and I, for one, hope that it is continued as there is surely no damage connected with its sale; rather it tends to raise the price level of Nursery plants. From my observations it seemed that a good majority

of the roses in this "Pack" held up in good fresh condition for about four weeks in the store, whereas the usual "cheap root-wrapped rose," even when the top was waxed, would hold up only about ten days to two weeks.

It certainly seems that for a satisfactory continuance of the department store business better methods must be employed.

Here is a little personal experience that our firm had with store handling. We decided to go into the Higbee Company of Cleveland, one of the most beautiful new stores in existence, and allow our name to be used in the advertising and with the Nursery stock—under express condition that we handle the whole show. We supplied a manager who knew his plants from A to Z and was on the floor at all times. Being only a few miles from Cleveland we were able to replenish the stock on hand quite often and we endeavored to keep a supply on hand to last only a few days so that at all times we would be selling perfectly fresh plants.

From a volume standpoint this sale was quite satisfactory.

From the standpoint of profits to us and of satisfaction to us and our customers it was not at all satisfactory.

As fast as a plant showed signs of withering and drying up at the store we destroyed it and, believe me, those destroyed plants upon which we had put the work of individual labelling, tying and wrapping, ran into the thousands during the season. It was very heartbreaking.

We feel that better methods will have to be developed if the store business is to stand and be the leading method of merchandising our product to that particular class of trade.

(To be continued next issue)

### Garden Conscious City Folks

The 1932 New York Herald-Tribune Garden Contest entries are now being judged and awards are to be listed Sept. 18th. A mounting interest in the growing of flowers has created the most spirited competition in the history of such events in the metropolitan area, the sponsors say. There are over 6000 entries in this year's contest.

"The improvement in entries this year is marked," asserted one of the grand judges, Leonard Barron, horticultural editor of "American Homes" and "Country Life."

It is stated that the carrying on the contest has resulted in a marked beautification of New York City and its environs. The judges tell of the marvelous results that have been achieved by contest entrants. They mention seeing wistaria plants climbing four stories high on a property in West 185th Street; of a roof garden eight stories above the street where forty-two varieties of flowers are flourishing; of a penthouse where fifty varieties of perennials are thriving in a unique arrangement.

Mr. Le Piniec, president New Jersey Association of Nurserymen, discovered in Queens borough in the rear of an apartment in an unusually congested street one of the most charming small gardens that could be erected—the result of efforts of two colored boys who showed an amazing knowledge of flowers.

Several Nursery firms are represented among the 32 judges of the contest.

**Gladiolus Show**—More than 200 classes of gladioli, dahlias and seedlings in a gorgeous display of color and artistic arrangement featured the fifth annual convention and exhibition of the New York State Gladiolus Society at the Hotel Sagamore, Rochester, N. Y., last month. A new perennial blue aster, a Swiss novelty, Aster Frikarti, was introduced at the show by Glen Brothers Nursery. This aster, a hybrid, single flower, blooms unceasingly from June or early July until freezing weather sets in; the flowers have wonderful keeping varieties. This plant will not produce from seed, it is stated, but from divisions or cuttings only.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

**OFFICIAL JOURNAL**  
PACIFIC COAST ASSOCIATION OF NURSERYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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ROCHESTER, N. Y., SEPT. 1, 1932

## Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson

## A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

## Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

## The Mirror of the Trade

### MAJORING IN ONE VARIETY

A pertinent remark made by D. B. Cole, Painesville, Ohio, before one of the sectional summer meetings of his state association, keeps recurring to mind. It is this:

"Many Nurserymen are trying to be in every type of wholesale business and every type of retail business, and consequently cannot do justice to any one phase. I am firmly of the opinion that most any one phase of either the wholesale or retail has enough future in it to be the whole business of most any Nurseryman. If you major in one phase there is little doubt but that you can learn the ins and outs of that type of business to a near perfection, and that you would have a much better chance of success than if you are a jack of all trades."

We believe there is more than one grain of truth in what Mr. Cole says, especially in these days when there are so many Nurserymen, retailers as well as wholesalers, growing a general line of Nursery stock.

Make a specialty of some certain variety, or make a practice of offering novelties in the plant line, or become known for some other special feature—play up such specialty, advertise it, grow it better than anyone else—so that when that certain variety is named, the plant name will be synonymous with your company's name. As, for instance, when you think of evergreens you think of the D. Hill Nursery; when water lilies and aquatics are mentioned, Buskirk's Independence Nurseries come to mind; as also pecan trees and Simpson Nursery Company; pachysandra and Barclay's Nursery; perennials and Wayside Gardens; cherry trees and Vincennes Nurseries; etc. etc. We could name many others.

Along this same line, a Wichita, Kan., Nurseryman advises: "Each week select an ornamental shrub, a perennial, a bulb, and give a description and methods of propagating each. Too many are raising the same things now. Perhaps someone may be influenced to change and thus widen the horticultural field."

To be recognized as the headquarters for some certain plant, or a variety thereof—to have your fellow Nurserymen coming to you for your specialty, and you going to them for their specialty—in the words of D. B. Cole "majoring in one phase"—this might go a long way towards solving many of the present day problems of the Nursery industry.

We believe, as Mr. Cole does, that therein is presented a "much better chance of success" for the individual Nursery concern.

### OPPOSE GOVERNMENT COMPETITION

The Nursery business is only one of several businesses which are crying against government competition. The latest complaint along this line is noted in the "Traffic World" and has to do with the government barge service. Says the Traffic World: "Shippers who use the government barge service have an unfair advantage over shippers who cannot use it, and this advantage is at the expense of the taxpayers, who are paying for artificial competition with the railroads and private waterway service.

"There is little investigation needed—only official pronouncement as to the facts and an application of the proper cure—which is for the government to get out and stay out of this and all other business in which private capital is invested and has the right to protection from competition by the government."

Charles H. Darrow, Geneva, N. Y., for a number of years a New York State Nursery inspector, died July 28th.

### SOUND BUSINESS PROCEDURE

A prominent Nurseryman who attended the A. A. N. Chicago convention writes us that he feels that the convention was well worthwhile—the sessions very interesting and the program one of the best the association had ever put out. Says this trade leader: "As to the immediate future in the Nursery trade, the Nurserymen who are on their toes, watching every item of expense, practicing thrift and economy, not niggardly economy but TRUE economy, will come through this next year or two all right."

So many concerns, instead of planning the future with reason, calmness and good sense, get panicky and endeavor hurriedly to cut down the expense account; the result oftentimes is "false economy."

In this world of ours, one cannot stand still. If one does not progress, one goes backward, for the world keeps on going around. To cut off all connections with others in the same trade is disastrous to anyone in business, regardless of the trade he is in. To give up association ties, and the subsequent meetings with fellow members, the discussion of pertinent and timely topics and the aiding in decision of action thereon; to give up the reading of the trade journals and thus the keeping in touch with what is going on in one's business, is much the same as crawling into a shell and letting the rest of the world go by.

Business is slower, without a doubt. But such business as is available is going to those who go after it aggressively. Business never comes back until enough folks go out after it and bring it back!

### "BUSINESS AHEAD!"

The following review from McGraw-Hill which appeared in the August issue of the Kablegram, looks as if there was business in plenty of places:

Cadillac-La Salle payroll is approximately the same as the peak months of 1929.

Indiana State Highway Department is spending \$24,000,000 in 1932.

Chicago, Milwaukee & St. Paul will spend five and one-half millions for road improvements alone.

Chrysler Corporation will build a two and one-half million assembly plant in Los Angeles.

The Milwaukee payroll of Seamon's Body has increased from 1700 to 3200 workers.

The Dairymen's League of New York state has placed the largest single order for dairy equipment in the history of the business.

The National Enameling and Stamping Company is running one of its plants on a 24-hour schedule.

Cus operators are placing orders for 3500 new busses.

One of the mining companies is starting the construction of a \$400,000 mill at Joplin.

The Lincoln payroll is now higher than it has been at any time since 1928.

American Can Company has placed an order for \$35,000,000 worth of tin plate.

The New York City subway has ordered \$2,317,800 worth of equipment from General Railway Signal Co.

Radio City is buying 20,000 radiators from the American Radiator Company.

The net income of the Atlantic and Pacific is running \$350,000,000 ahead of 1929.

American T. & T. will spend \$330,000,000 for new construction.

W. T. Grant will open 30 new stores. International Business Machine increased first-quarter profits to \$1,894,000.

In the words of Nurseryman Lee McClain of Knoxville, Tenn., we too wonder if one wouldn't find at least 50% of "hard times" imaginary instead of real, if business were gone after in the right spirit.

A salesman should never assume a combative attitude in an argument. His manner may be more offensive than anything he says. To inquire, rather than to ask, is good finesse.





## THE ROUND TABLE

Comment and Suggestion  
By Readers For the  
PROGRESS OF THE INDUSTRY



### "Plant Conscious" Public Sees Need for Nursery Stock

Editor American Nurseryman:

We do not believe that the Nursery business is any worse off than other lines of business, with a possible few exceptions. The worst thing, in our opinion, that the Nurseryman has to contend with is the fact that his product is one of the soil and production cannot be stopped over night and all expenses cut off. Growing stock must be taken care of in order to have it in condition for sale when better times return, and it takes money to do that. Trees cannot be produced over night and if we let our plantings diminish now, there is going to be a time when Nursery products will be in great demand again.

This is our silver lining right now and we only hope that we are right. Those Nurserymen who can continue through this spell and not reduce their plantings too much are in good condition to have a wonderful business when times get better, which they surely will.

Nursery products are not as much of a luxury as they used to be and we think the people of the United States are becoming more "plant conscious" and that it is being taken more for granted that a new home must be planted and old planting kept up.

We try not to be too pessimistic but worry along thinking of the better conditions that are bound to come.

A. McGill & Son

Fairview, Ore.

#### Originating New Varieties

Editor American Nurseryman:

For many years while growing apples I have wanted to get a Newtown apple with a red cheek. I grew numerous seedlings of Newtown and brought several into bearing but failed to get anything satisfactory. Noting the fact that the Delicious was at least partly self-sterile I thought that it might cross with the Newtown and perhaps produce a seedling such as I desired.

Having a Delicious tree growing in a block of Newtowns, I saved and planted seed from this tree. Out of several hundred of these seedlings I selected five that looked promising and planted them in my orchard. Two of these soon developed the usual thorns characteristic of seedlings and were grafted to other varieties. Three have borne fruit. One I call the Newtown Delicious. It has the shape of the Newtown, the five points at the calyx, and the color of Delicious. Flavor much like Newtown but has an added richness from the Delicious. The red color is not solid but slightly striped and lighter on the shaded side.

Another one I call Easter Delicious; it has the shape and almost the flavor of Delicious but the color of Newtown. Both varieties are long keepers, being in good condition as late as March under ordinary storage conditions.

The third variety is small, hard, and of no value.

I have applied for a patent on the Newtown Delicious, which is still pending.

E. P. WRAY

White Salmon, Wash.

All rose bushes imported into Ventura County, Cal., must be fumigated to prevent introduction of red scale.

More than 1,000,000 shade trees grown in the state Nursery at Davis, Cal., have been planted along state highways in the past ten years.

#### The Cash and Carry Business

There is a lot to be said in favor of the cash and carry business. It can be set away below what has to be asked for the credit business with its consequent service and guarantee. The buyer owns the stock he buys at once; he is willing to take the responsibility of its care. He is the customer who will call you next summer to tell you how well pleased he is with his plants.

The cash and carry business keeps the bell ringing in the cash register. Fresh stock flows in and out of the sales yard. It is good, clean business. —N. D. Woods, Oklahoma City, Okla.



Newtown Delicious Apple

#### Business Divided Into Two Units

The Sherman Nursery Company, Charles City, Iowa, desiring to correct inaccurate and misleading statements as to the status of their firm which have appeared in columns of the trade press recently, write to the following effect:

The Sherman Nursery Company, incorporated in 1888, operated both a Nursery and a large dairy farm. (An article on this excellent dairy farm and its champion herds appeared some years ago in the columns of this journal.) On April 1st of this year these two activities were separated—E. M. Sherman assuming ownership and management of the dairy farm; and J. F. Christiansen, a member of the Board of Directors of the Company, appointed to head the Nursery business; W. B. Johnson as vice-president; C. C. Smith continuing as secretary-treasurer. No changes have been made in the force of superintendents, foremen, propagators or office workers, many of whom have been connected with the company for 20 years and more.

While the company acknowledges that, along with many other concerns throughout the country, it is not at present enjoying large profits, it wishes at the same time to correct any false impression that it is in financial difficulty or unable to meet obligations. As a matter of fact, it is being operated in line with its former standards in the confident hope and belief that the depression is fading out of the picture and that, with the return of better times, Nurserymen throughout the country will find themselves doing a bigger volume of business than they have experienced for a good many years.

#### Preferable To Nurserymen

What is believed to be the largest single shipment of trees ever ordered in the country was forwarded, late in April, by the Western Maine Forest Nursery of Fryeburg, Me., to the state of Wisconsin, by Railway Express service, says the Express Messenger, New York City.

T. Clifford Eastman, proprietor of the Maine Nursery, had obtained the order by long distance telephone and it comprised some 500,000 two-year-old red pine seedlings.

It took a crew of 25 men ten days to dig them up and prepare them for shipment. The young trees were packed in crates lined with waterproof paper, with the roots wrapped in wet moss.

The State Forestry department of Wisconsin plans to transplant the seedlings at state Nurseries and after being cared for there two years, they will be planted in forest areas.

#### FOUR YEAR SUMMARY OF CAMPAIGN INVESTMENT

Annual Expenditure	Value of Publicity, Advertising Received and Money Spent for Local Prizes
1929	1929
\$165,755.84	Magazines .....\$ 70,520.37
	Newspapers ..... 527,594.00
	Prizes ..... 100,000.00
	\$ 698,114.37
1930	1930
\$170,542.22	Magazines .....\$ 105,536.56
	Newspapers ..... 722,832.00
	Prizes ..... 122,000.00
	\$ 950,368.56
1931	1931
\$153,588.48	Magazines .....\$ 75,086.57
	Newspapers ..... 943,636.00
	Prizes ..... 128,000.00
	Radio ..... 15,000.00
	\$1,161,722.57
*1932	1932
\$ 72,056.00	Magazines .....\$ 25,938.85
	Newspapers ..... 1,003,939.00
	Prizes ..... 133,000.00
	Radio ..... 16,740.00
	\$1,179,617.85
**Total for 4 years	Total for 4 years
\$561,942.54	\$3,989,823.35

\*For Spring Season only.

\*\*Less amount returnable.

—Adv. Bulletin, A. A. N. Campaign Headquarters.

# National Shade Tree Conference==Eighth Annual

Many Addresses and Topics of Discussion of This Growing Organization of Interest to Nurserymen—New Arborists Society Formed

**T**HE eighth annual meeting of the National Shade Tree Conference, an organization for the purpose of stimulating greater interest in the study of shade tree problems, was held in Rochester, N. Y. August 25-27th.

The first shade tree conference, held in Stamford, Conn., in 1924, was not a national affair, but convened at the invitation of the Connecticut Tree Protection Examining Board. It included entomologists, botanists, foresters and practical tree men who were called together to discuss shade tree problems and their possible solution. The result was so satisfactory that subsequent annual conferences have been held, the Connecticut Shade Tree Conference growing into a National Shade Tree Conference which is apparently filling a real need of the commercial tree workers. It brings together the leaders in that line, the municipal and state officials concerned with shade tree work, and the men in scientific lines who can be most helpful in solving shade tree problems. Nurserymen should find much of interest in the wide variety of tree problems that are discussed at meetings of this organization.

Dr. L. D. Cox, who is landscape architect to the Central New York Park Commission and who addressed the Conference on "Design in Street Tree Planting", is keenly interested in improving the planting of trees along country roadsides and beautifying the highway landscape. Said Dr. Cox: "Until we get some worthwhile efforts at good design in our street and highway tree planting, we will not get the American people to realize that the art is a serious one, and worthy of adequate moral and financial support. Dr. Cox after outlining eight suggested schemes for more effectively planting trees along city streets, said: "Although the planting problem of the city street is our major consideration, one of the most crying needs in tree planting design at the present time is with respect to our country highways, the great state and federal thoroughfares."

The highlight of the second day's meeting was the formation of a new society—to be known as the American Society of Arborists—the purpose of which is to band together a professional body which will stimulate interest in trees, promote effective means for the protection of tree life, and bring about a spirit of cooperation among those engaged in the care of shade and ornamental trees. There are eighteen members in this new association, with Charles F. Irish of Cleveland elected president; O. W. Spicer, Stamford, Conn., vice-president; and Norman Armstrong, White Plains, N. Y., secretary-treasurer.

Dr. E. P. Felt addressed the Conference on the "Shade Tree Insects of 1932." In the long list of insects named, Dr. Felt said the four most dangerous were the elm leaf beetle, the willow leaf beetle, the Japanese beetle and the larch case bearer. Spraying with dormant oil, or early spraying with arsenate of lead just as the needles are coming out, say at half their length, gives effective control of this insect, according to Dr. Felt. The only effective method of controlling the black vine weevil is by poisoning the soil, using the commercial preparation "Go-West" at the rate of 75 pounds to the acre, though it is probable that relatively much smaller amounts placed near the base of the plants would give equally effective results. This is eaten by the weevils and kills them. Spraying the foliage with arsenate of lead is more or less effective when the infestation is not too serious.

The Connecticut Experiment Station at Stamford has printed a bulletin on the con-

trol of the pine shoot moth, which is sent gratis to interested inquiries.

Prof. H. Findlay of Columbia University, New York City, a landscape architect, speaking on the subject "Shade Tree Problems that Confront the Landscape Architect", remarked that he has practically stopped asking Nurserymen to move trees because of their lack of care of the tree roots which are allowed to wave around in the air and dry out. He says he finds tree experts much more careful in this respect. Nurserymen, take notice of Dr. Findlay's complaint.

He also believes that both Nurserymen and tree experts should do more to educate the public in the care of trees and plants. Says Dr. Findlay: "The people of this country are not trained to care for trees. Give the public intelligent talks, eliminate personalities in the entire matter, give them straight-forward information on the care of their trees. Encourage the public to seek expert advice not only on how to plant trees, but on how to feed them, to spray them, to move them. Encourage towns to turn over the care of public trees and parks to reliable men, experienced in the care and preservation of trees and plants."

Prof. James A. Neilson, Mich. State College, East Lansing, Mich., gave an address on "Wax Treatment" which subject was more or less new and which was consequently received with much interest and close attention. Prof. Neilson has promised an article on the latest developments along this line for an early issue of the *American Nurseryman*. Of the many instances listed by Prof. Neilson to prove the efficacy of the wax treatment to conserve vitality and to prevent desiccation was the case of one Nursery concern which dipped 10,000 rose plants in a wax solution, with a saving to the concern figured at \$1000. A solution between 160-165° F. was considered best, though Prof. Neilson said a temperature of 190° was not injurious to most plants.

Other addresses included: "Relation of Scientific Research to the Shade Tree Profession," D. S. Welch; "An Outline of the History of Arboriculture," C. F. Irish; "Tree Insurance," E. P. Felt; "Major Fungous Epidemics," Haven Metcalf; "The Increment Borer in Diagnosis," H. Vaughn-Eames; "Plants Which Will Grow in the Shade," D. Wyman; "Spraying for Leaf Diseases of Shade Trees," W. H. Rankin; "The Relation of Gypsy Moth Control to the

Shade Tree Problem," A. F. Burgess; "Spruce Gall Aphis," F. L. Gambrell; "Notes on Municipal Arboriculture," F. S. Eaton.

J. S. House of the Ohio Agricultural Experiment Station, Wooster, Ohio, was elected chairman of the Conference; Rush P. Marshall, U. S. D. A., New Haven, Conn., re-elected secretary-treasurer. The 160 members who attended the Conference were taken on several bus tours of Rochester and surrounding territory and visited local Nurseries and city and county parks.

## What About Our Highways?

An interesting article in the June 18th issue of the *Saturday Evening Post* is the one on "Obscure Scenery" by Struthers Burt. We wonder how many of our readers saw it. Mr. Burt says a highway is not merely an artery of travel; it is a good deal more. Highways are business assets. "What are we going to do with them?" asks Mr. Burt.

"In the days of the Romans and the Incas," says Mr. Burt, "in the days, that is, of early highway knowledge, subsequently lost—the builders of highways, having made them speedy and safe, began to decorate them and beautify them. Naturally, and for two excellent reasons.

"If you permit a man to travel speedily and safely, then you have released his mind for other considerations—one of which is his surroundings. The average motorist today accepts a good roadbed and takes it as a matter of course. Now he demands something more. He wishes a beautiful and interesting road as well.

"Every state should have a highway landscape gardener and a highway architect. Not only should gasoline station, hot-dog stands, road camps and outdoor advertising be segregated but, within these zones, they should be carefully supervised so that the total effect is sane, not insane; decent, not indecent; pleasing and not infuriating. There is not the slightest reason why gasoline stations, hot-dog stands or road camps should not beautify our highways instead of, as now, making them hideous. It costs little or no more to build a beautiful and appropriate building than it does to build an ugly one. It costs very little to plant and keep neat any building.

"Napoleon built beautiful highways in France and planted them for the practical purpose of shading his troops while they were on the march. Today the planted highways of France are one of the greatest tourist assets that France possesses.

"We are becoming a great tourist nation. Perhaps after a while, if we use any sense, we can even lure foreigners here to visit us for pleasure—something which few of them now do. But before we get to be a real tourist nation we shall have to become tourist-conscious, and the biggest part of being tourist-conscious is to realize that beauty, interest, historical or otherwise, and intelligence pay. Furthermore, communication is now so rapid that a man can be in business in New York and commute by train, or automobile, or airplane to the Carolinas. Think what communication will be in a few years. Add to this the fact that businesses are seeking less congested districts and so are families by the millions, and you will see that there is not a town, however remote, that may not profit a hundred-fold by using a little foresight in making the highways more useful and greater business assets by making them more beautiful."

## Eastern Nurserymen Meet

The summer meeting of the Eastern Nurserymen's Association was held August 30th at LaBar's Rhododendron Nursery, Stroudsburg, Pa.

One of the important matters discussed was the matter of Nursery quarantines. Entertainment features included a clam bake.



SARAH BERNHARDT PEONY  
And Miss Lena Happ, Belleville, Ill.  
This peony is one of the special offerings  
of Dintelman's Nursery, Belleville, Ill.



## FALL -- 1932 CAR LOTS OR LESS

**CHERRY**—1 and 2 year

**SHRUBS**—Especially *Spirea Vanhoutte*, *Barberry*, *Bush Honeysuckle*, *Forsythia*

**ELMS**—Thousands of them, *American*, *Vase and Moline*. Finest that grow, up to 3 inches.

**SOFT MAPLE**—Large quantity, up to 4 inches.

**NORWAY MAPLE**—Up to 2½ inches

**PEONIES**—100,000 best varieties

**ARBOR VITAE PYR.**—Up to 8 feet

**MUGHO PINE**—Up to 2½ feet

**NORWAY SPRUCE**—Sheared, none better, up to 4 ft.

**PFITZER JUNIPER**—Bushy, well filled, up to 4 feet

A general line of other items in lesser quantities.

**C. M. HOBBS & SONS, Inc.**, Bridgeport, Indiana

Established 1875

LARGEST NURSERY IN INDIANA

## FREDONIA GROWN

Grapes, Currants, Gooseberries

Blackberries and Raspberries

A complete stock in all the standard varieties including the new

**Fredonia, Ontario and Portland GRAPES**

SEND YOUR WANT LIST FOR QUOTATIONS

**FOSTER NURSERY CO. Inc.**  
FREDONIA, N. Y.

Office and storage one block off Route 20

## "PAINESVILLE NURSERIES"

Lowest Prices in Years!

Send us your list of Wants.

Complete assortment of varieties of Quality Stock.

Quick Service on All Orders



Ready for September Shipment

Complete list of Evergreens, Holland Bulbs and Perennials

including

Iris, Peonies and Phlox.

Order Now! Be Ready for Your Customers!

**The Storrs & Harrison Company**  
PAINESVILLE, OHIO

## Excessive Freight Rates Very Serious Problem

President Stephens Tells Southern Nurserymen at Chattanooga Convention

The annual meeting of the Southern Nurserymen's Association was held August 24-25th at Chattanooga, Tenn. President C. R. Stephens, Glen Saint Mary, Fla., in his address declared that "except for excessive freight rates which the Nurserymen have to combat, the Nursery industry appears to be in as good or better condition than most other businesses."

"It is true," he continued, "that we have gone through trying times, but a comparison shows that other lines of business have been no less affected. The quality of our products has been maintained, and we have all gained some valuable experience, which should go a long way toward eventually stabilizing the Nursery industry."

Discussing freight rates, he stated: "Aside from surplus, I believe the most serious problem which confronts us is the excessive cost of transportation on balled and burlapped stock. The rates now in effect, and the changes proposed, are out of line with the market price of our products and more than the industry can bear. It has already destroyed a goodly share of distant markets, and we may expect to see our sales continue to dwindle until we wake up to discover we have nothing left but local trade."

"To realize the seriousness of the situation we need only draw a comparison between relative costs of transportation today and what it was when rates were first established. A plant then would ordinarily have been dug bare-rooted, and the freight in most cases would not have exceeded 10 per cent. Today the same plant would necessarily be handled balled and burlapped, carrying a ball of dirt several times its own weight, and the freight is quite often 50 to 75 per cent of the price of the plant."

Mr. Stephens declared such marked differences of delivered costs benefit neither the buyer nor the seller, but are distinctly detrimental to both, and too often become

the only factor which prohibits the transaction. He declared Nurserymen cannot absorb these charges at present market prices.

An address on Advertising by R. E. Burson, Richmond, Va., and an address by W. L. Monroe, Atlanta, Ga., on "Modern Landscape Art the Best Salesman for Nurserymen" were features of the two-day program.

Owen G. Wood, Bristol, Va., was elected president, (only the week previous Mr. Wood was elected to the presidency of the Virginia Nurserymen's Association); L. M. (Deacon) Jones, Norfolk, Va., vice-president; W. C. Daniels, Charlotte, N. C., re-elected secretary-treasurer; Louis Hillenmeyer, Lexington, Ky., elected to the executive committee. The 1933 convention of the association will be held at Jacksonville, Fla.

Russell N. Barnes has been appointed new manager of the Foxboro and Sharon branches of the Dedham Nurseries, Inc., of Massachusetts. Mr. Barnes, a graduate of Amherst college, has had several years' experience in the Barnes Nurseries at Wallingford, Conn., as well as much landscape gardening experience in other lines.

Catalogues received: Kunderd's Peony and Iris catalogue, Goshen, Ind.; Harmel Peony Co's twenty-first annual, Berlin, Md.; James Dekker & Co., Bulbgrowers and Exporters, Hillegegom, Holland; Bobbink & Atkins, Rutherford, N. J., reduced price list on forcing and decorative plants for fall delivery.

Organization of the South Carolina Florists' and Nurserymen's Association was effected Aug. 8-9 at a called meeting held at the Isle of Palms, Charleston, S. C. William DeLoach, Columbia, has been named secretary. The association will meet in Greenville next year.

### Wide Markets To Tap

The American Nurserymen's survey shows that 58 per cent of total sales of Nursery stock is made through salesmen. Indeed, this industry seems to have been created specially for direct selling. The small home owner, who provides the bulk of the business, is scarcely ever able to afford the services of a professional landscape architect; he is unanimously impelled to do something about dressing up his grounds with shrubs and trees; and he is dependent on the direct salesman to come along and sell him what he ought to have.

Then, too, the Nursery industry is an enormous one, and one that has only commenced to grow. Over \$200,000,000 invested by the various Nurseries in the country supplying stock for \$80,000,000 worth of sales annually—and that isn't scratching the surface! There is an estimated potential market of a billion and a quarter dollars!

The market for Nursery stock you see, is as wide as the country. Every one is a prospect who owns a home or a plot of ground. A front lawn that can't be beautified by a few flowers and shrubs is pretty small; a back yard that can't be turned into a source of income as well as a place of charm with a fruit tree or two, is pretty constricted.

In the heart of the city there are hundreds of apartment buildings with courts and shallow strips of front lawn that cry out for evergreens.

There are public school grounds and church lawns to be decorated. The big corporations are coming more and more to see the investment returns of landscaping—when the practical Standard Oil Company begins to spend money on beautifying their filling stations it's a commentary on the cash value of investing in flowers and shrubs.—Opportunity, Chicago.

# Forest Tree Seed Industry of Central France

## Interesting Report on Trends in Present Day Production of Nursery Stock in France —Stresses Importance of Supplying Quality Stock

By M. Versepuy, Chevalier du Merite Agricole, Manager of "Les Etablissements Versepuy", LePuy, France

**A**N experience of nearly fifty years' duration has made me very cautious concerning "Novelties" launched from time to time, with the help of publicity, by certain European houses.

In sylviculture, one important factor must be reckoned with, to wit, time; and if it must impress upon the forester the necessity for prudence, yet it can but favor the dealings of certain unscrupulous growers, or growers at least who take into account only the lucrative sale of a new product.

From Central Europe there came to light in this connection the hard experiences of the *Pinus Rigida*, the *Wellingtonia*, the *Banksiana*, the *Picea Omorica* and the *Pinus Peuke*. Such memories should curb the momentary craze for such species. This does not signify, far from it, that one should take no interest in novelties. We must simply study them before singing their praises.

My father was the first man in France to think of creating a factory specializing in the treating of seeds of trees and shrubs. He built it in the mountainous district of Central France, at a high altitude. Since then the factory has grown; seed collecting services have been created in order to obtain seed-bearers from altitudes varying from 2,500 to 4,500 feet. Collections of seeds so made upon sound subjects offer the maximum of safety, and now we may say that, generally speaking, all species are treated in the factory in large quantities ranging from a few dozen tons to several hundreds of tons.

Besides the tests in the seed-tester (Busard proceedings) made during the selection of the seeds, all the seeds are subjected to the germinal examination of the Federal International Station of Zurich or of the National Station of Paris, and submitted to the control of the Phytopathological services of the French Government. Two fields of experiment have been created: one at an altitude of 1650 feet, the other at 4,500, which enables us to follow the comparative growth of the saplings up to a certain age.

Among the worthiest species one may quote:

**Species of fruit-trees**—*Prunus avium* sylvestris, *Prunus mahaleb*, *Amygdalus persica montana* (small stones of mountain vine peaches), *Corylus avellana sylvestris*, *Castanea vesca*, *Pirus* and *Malus communis*, *Mirabelle* plums, and greengages. We must make special mention of the stones of mountain vine peaches in the district of Haute Auvergne. The world-wide fame of Auvergne fruits is well enough known. The kernels of this species give extremely vigorous saplings which are excellently fitted for grafting. Besides this variety, we must also mention the stones of peaches with blood red pulp (*persica sanguinea*), the fruit from which is particularly luscious and greatly sought after by connoisseurs.

**Resinous species**—*Abies nordmanniana*,

*pectinata*, *grandis*, *Cupressus lambertiana* et *sampervirens*, a few *Juniperus*, *Picea excelsa*, *Pinus excelsa*, *maritima* (pinaster), *nigra austriaca*, *sylvestris*, *rigaensis*, *Taxus baccata*, *Thuya Lobbi* and *occidentalis*.

Later on I shall return to the various sorts of Laricio.

**Folious trees**—*Acer monspessulanum*, *platanoides* and *pseudo-platanus*, *Cornus mascula*, *Fagus sylvatica*, *Fraxinus excelsior*, all the *Quercus*, *Robinia pseudo acacia*, *Platanus*, *Sorbus*, *Tilia europæus*.

**Ornamental Species of trees**—*Ampelopsis Veitchii* and *quinquefolia*, *Azalea mixtae*, *Celtis*, *Crataegus monogyna*, *Cytisus laburnum* and *nigricans*, *Evonymus europæus*, *Hedera helix*, *Ilex aquifolium*, *Mahonia*, *Philadelphia*, *Rhododendron*, *Rhus*, *Symphoricarpos*, *Syringa vulgaris* and *alba*; the last mentioned article, the *syringa vulgaris*, delivered in large quantities in clean seed, is especially welcome to the nursery on account of its great robustness.

And now, having disposed of this nomenclature, let us come back to the varieties of Laricio. It is known that this species belonging to the family of "Abietinees", *Pinus* of the bi-folius group of the *Pinaster* type, under its different forms, covers a great surface of the Mediterranean plain. The Laricio Salzmanni pine-tree is, botanically speaking, nothing but one of these varieties; but the quality of its wood, the regularity of its growth, and above all its fine robustness allowing it to feel at ease in a chalky soil as well as in a silicious ground, make it a highly interesting species whose qualities really justify the hopes of our practitioners.

Among the other sorts of Laricio, the best known is the "Corsica." I shall say that the "Calabrica" is as interesting as the Corsica, but less known and rarer. Those two sorts, Corsica and Calabrica, are the most interesting of insular sorts. The trees attain a height of 160 feet (whilst in Spain they are much shorter). These are their stigmata: (according to Hickel) Thick ramuli, of a light yellowish brown, with regular gems, acuminate buds either reddish or white or smoke-grey; leaves dark green, stiff, 4 to 6 inches long by 1/50 inch wide, crinkled when young in the Corsica (as well as in the Bosnia); a mucronate conelet a light yellowish brown cone, shiny, 2 to 3 inches long, usually more or less curved, egg-shaped sessile, with projecting gems the upper part of which is rounded, smooth, with a carena (or keel); a strongly depressed eye, narrowed very abruptly to a point. The seed about 1/5 of an inch, grey and speckled, with a more or less dark-coloured or striped wing. Among the other insular or continental sorts must be mentioned the *Nigra*, the *Taurica*, the *Pallasiana*, the *Caramanica*.

The Corsica was the first to be introduced into the continent (1774). The Botanical School of the Jardin des Plantes). Then the Caramanica (1798), the Calabrica (1819), the *Nigra* (1826), and the *Taurica* (1837). As to the Salzmanni, it was pointed out for the first time by Salzmänn, and was described only in 1851 under the name of *Monspelienensis*. It was introduced into France in 1922, and minutely studied by

the dendrologue Hickel, an indefatigable worker whose works—clear, plain, accurate and extremely conscientious—have come to be references for information and definitions as indispensable for the forester as a dictionary and a grammar-book are for a senior pupil. Besides I have borrowed copiously from several works of M. Hickel's for the information which I have given here.

According to the figures obtained at the National School of "Les Barres", the weight of a thousand seeds would be: *Pinus nigra* 18 grammes 83; *Pinus Corsica* 14 grammes 85; *Pinus Salzmanni* 14 grammes 99.

With regard to germination, all this subdivision named Laricio must give excellent results (at least 85%). This year, for the Corsica and the Salzmanni, I obtained 90 and 95%. I say that it must give excellent results because we could not advise the buyer to take too many precautions against seeds of small value for growers, which are offered by middlemen who either unscrupulously mix seeds or care very little for the quality of a produce the sale of which interests them only because of the benefits they obtain from it. In this way, as this year has been marked by a rather small crop in Laricio-seeds, seeds of valueless species from certain Mediterranean islands have been sold. One must beware of those inferior qualities giving, at an extremely low percentage of germination, trees sickly and of retarded growth. The seed-merchant and the Nurseryman who want to avoid such heavy failures ought to exact from the sellers the triple guarantee of authenticity, of the crop of the present year, and of the percentage of germination.

If the quantity of seeds bought is great, the buyer would be wise to apply for this triple analysis to a testing-station (Zurich or Paris), and to have the seeds taken for this examination by an accredited attorney.

A serious producer will not lose his time in trifling with his goods, which would do good neither to his reputation nor to his interest. All his attention must lie in delivering to his customers, whether they are his countrymen or foreigners, seeds of carefully picked quality; it is the only way of creating a good reputation for himself, as well as markets both in his own country and across the borders.

### "SAY IT WITH —"

Many unemployed men—and others with time to spare, for that matter—are turning to the Nursery trade and orcharding as a means of beating Old Man Depression. For, despite the general slump, flowering shrubs and other Nursery products are enjoying a good sale to the profit of those engaged in this fast-moving line. Farm home orchards are also showing much life, as many farms are turning to fruits for profit, or replanting the old orchards to new and better varieties, or replanting to replace dead trees.

—Pathfinder, Washington, D. C.

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## Nursery Trade Bulletin

W. J. Jewell has started a Nursery at La Habra, California.

Eugene Henke has started a greenhouse and Nursery at Bradford, Pa.

Young's Nurseries Plainfield, N. J., are heavy users of air service for transportation of rush orders.

Piggott Nursery Company, Piggott, Ark., incorporated for \$5,000. A H. Ballard, W. D. Stevens, et al.

Incorporated for \$125,000, Fort Lee Landscape Nursery, Fort Lee, N. J.; R. G. Betsch, West Englewood.

Incorporation: Lemac Nurseries, Inc., Hampton, Va., maximum capital \$50,000; Jacques L. LaGendre, president.

Askenbach Brothers, Clifton, N. J., have incorporated, 1000 shares; John A., Eric W. W. and Gustav F. Askenbach.

Thomas Rogers & Son, Winfield, Kan., report a busy summer season, the Nursery finding good demand for trees and shrubs.

Templin-Bradley Company, Cleveland, Ohio, has appointed Fuller & Smith & Ross, Inc., of Cleveland, to handle their advertising account.

New Jersey Firm Plans Maine Park—The plans for the landscaping of Teague Park, which is being undertaken by the Caribou, Maine, Garden Club, were made by the Collins Nurseries, Inc., Moorestown, N. J.

J. William Ulyette and Miss Marjorie Ulyette, Ulyette Brothers, Treeland Nurseries, Dansville, N. Y., won awards in several exhibits at Hoenell's first flower show. Miss Ulyette has entered the landscape gardening field.

Gucc's at Nurseries—Queens garden club members were guests at John Lewis Childs' Nurseries recently. The talk by Prof. L. R. Hartill of the Nurseries, on "Pruning, Grafting and Tree Surgery," was one of the important features of the day.

Bankruptcy proceedings have been filed against the Park Nursery, Inc., Valley Stream, L. I., by the following Nursery concerns, F. W. Kelsey Nursery Co., Hogansville Nurseries, and A. N. Pierson, Inc., claims totaling \$8018.29.

Amawalk, N. Y., Nursery has completed remodeling of Bryant Park, New York City, for the George Washington Bicentennial celebration. The entire park has been done over with the Nursery using Austrian pines, 15 to 16 feet tall, so as to shut out outside views.

A new Nursery has been started by Wisconsin state authorities, land therefor being a gift to the state by a Wisconsin Rapids paper company as long as the state wishes to use it for Nursery purposes. This is the second state Nursery for Wisconsin.

The rose Empress, a seedling of Ophelia and an unknown variety, won the Clay Cup at the Royal Horticultural Society exhibit recently. The award is offered annually for the best new scented rose. Empress is a bright pink, about the size of Columbia, and a wonderful grower.

Maiden plants in the field produce flowers on 3ft. stems and, while not yet tried under glass, its vigorous stems suggest great forcing possibilities.



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# Paraffining, Pruning, Other Storage Treatments

Effects Thereof Upon Growth of Roses and Cherry Trees—Tests Made By the New York Agricultural Experiment Station at Request of Nurserymen

By H. B. Tukey and Karl Brase, N. Y. Agricultural Experiment Station, Geneva, N. Y.

THE work here reported was begun at the request of New York Nurserymen who yearly experience heavy losses with Nursery stock which must be replaced because of failure to start and to make satisfactory growth in the hands of the planter. These losses are particularly heavy in the case of sweet cherry trees, though it is appreciable with roses and peaches, as well, whereas apple and pear trees suffer to a lesser degree.

Attention is at once focused upon the method now in vogue of handling Nursery stock, in which the plants are dug in the fall of the year and stored over winter in Nursery cellars for spring delivery. There is much variation in the types of cellars used, the humidity, the temperature, and the disposition of the plants in the cellar. Stock may be stood upright with the roots in moist sand ("trenched"), it may be stored horizontal in vertical bins with the roots in moist sand, or it may be piled horizontal with the roots exposed and covered lightly with most excelsior and moss ("corded").

Because of the suggestions that at once come to mind as to places in these practices where something might occur that might be detrimental to the plants, the following methods of treatment in storage were tried, all treatments being conducted in a modern concrete Nursery cellar, adequately ventilated, and with relative humidity of 93 to 95 during the winter season, and varying in temperature between 33 and 45 degrees Fahrenheit, although in the vicinity of 40 degrees most of the storage season.

- I. Corded in bins.
- II. Corded in bins and tops pruned.
- III. Corded in bins and tops coated with melted paraffin.
- IV. Trenched in sand.
- V. Corded in bins and tops coated with yellow crude scale wax.
- VI. Corded in bins and tops pruned and coated with melted paraffin.

"Cording" consisted in laying the trees

TABLE I—Effect of Storage Treatment of Nursery Stock Upon Survival of Cherry Trees in the Orchard

Treatment	No. Planted	No. Died	Per Cent Died
1. Corded	81	27	33.3
2. Corded and pruned	82	27	32.9
3. Corded and paraffined	76	28	36.8
4. Trenched in sand	83	26	31.3
5. Corded and coated with yellow crude scale wax	83	36	43.3*
6. Corded, pruned and paraffined	83	25	30.1

\*Indicates an unequal number of trees from one Nursery supplying inferior stock.

tightly together horizontally with their roots exposed and covered with moist excelsior. "Pruning" consisted in cutting back the branches 1/3 to 1/2 their length. "Trenching" consisted in setting the trees in damp sand to the depth they stood in the field. "Paraffining" and "waxing" consisted in dipping the tops in melted paraffin or wax maintained at a temperature of 175 degrees Fahrenheit.

The stock used was 500, 2-year-old sweet cherry trees of the Black Tartarian, Napoleon, Schmidt, and Yellow Spanish varieties, secured from five large commercial Nursery companies in the western New York Nursery section, and delivered for storage the first week in December, 1929.

The following spring the cherry trees were planted out-of-doors in a clay loam soil of high fertility, and kept clean cultivated and thoroughly sprayed throughout the season.

It is seen at once from Table I that the storage treatments have had no appreciable effect upon the trees. The losses are approximately 1/3 of the number of trees planted, regardless of the method of storage with the exception of Treatment V, in which a larger number of trees was included from a Nursery supplying inferior stock, thereby bringing this treatment abnormally high.

Arranging the data according to the source of stock, as seen in Table II, shows that the mortality of trees from certain Nurseries is high, while from others it is low, regardless of storage treatment.

Ninety-three per cent of the trees from Nursery A and 69 per cent from Nursery D, died—the various cording, trenching, pruning, and paraffining treatments having no consistent effect on lessening the degree of injury. On the other hand, only 7 per cent of the trees from Nursery B succumbed, only 3 per cent from Nursery C, and none from Nursery E, the storage treatments here again having no effect upon the performance of the trees. In other words, something unfortunate happened to the trees received from two Nursery companies, before the stock was included in the storage test, and the storage treatments had no effect upon either the good or the poor stock.

It has been impossible to determine what was responsible for the difference in the performance of the stock received from the different Nursery companies, but general observation points to two possibilities, namely, cherry leaf spot (3), and exposure during digging (1, 2, 5). The main point of this discussion must not be lost sight of, however, namely, that none of the six storage treatments altered the results appreciably.

[The balance of this instructive treatise on experiments made along the same lines only with the use of stock grown under known conditions on the New York Agricultural Experiment Station Grounds, will appear in an early forthcoming issue. Two detailed tables showing the effects of storage treatments upon the growth of both cherry trees and rose plants, are included in the final installment, to appear soon.—Ed.]

TABLE II—Effect of Source of Nursery Stock Upon Survival of Cherry Trees in the Orchard

Nursery	Variety	Number Planted	Number Died	Per Cent Died
A	Napoleon and Black Tartarian	98	91	93
B	Napoleon and Black Tartarian	100	7	7
C	Schmidt	89	3	3
D	Napoleon and Black Tartarian	100	68	68
E	Yellow Spanish	91	0	0

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### OHIO NURSERYMEN'S ASSOCIATION

G. Walter Burwell, Secy.

One of the sectional summer meetings of the Ohio Nurserymen's Association was held Aug. 13th at the Hotel Alms, Cincinnati, with more than 50 members of the organization coming from all parts of the state to attend the meeting.

C. E. Kern, Wyoming; Professor M. E. Bottomley, University of Cincinnati; Professor L. C. Chadwick, Ohio State University; and William A. Natorp, Cincinnati, were the speakers. A. L. Heger led the discussion on plans for the Greater Cincinnati Flower and Garden Show for 1933, which was one of the topics.

Edward A. Smith, secretary of the Cincinnati Landscape Association, took charge of the group during the afternoon program, which was featured by a visit to the Zoo, Coney Island, and Carthage Fair.

#### Kathleen Wiggin Rose

A new rose, Kathleen Wiggin, has been proposed for registration. This rose, a seedling of Frau Karl Druschki, was originated by John H. Wiggin, Attleboro, Mass.

It is a vigorous climber with glossy, medium green, rather heavy foliage; vigorous growth and very hardy. The bud is pointed but not extremely long, which opens into a very full flower  $2\frac{1}{2}$  to 3 inches when fully open, with 125 to 150 petals; slight fragrance; color, pure white. One bud opens at a time on each cluster giving it a long blooming season. It is similar to Frau Karl Druschki in bud and flower but is different as it is a climber with pure white, small buds, and superior for the following reasons: extremely hardy; bears flowers from close to ground to top of plant; stands spring pruning; does not bloom heavy in September; much more compact than bloom of parent.

#### Metal Edge Packaging

We are just in receipt of a strikingly attractive catalogue in black and silver-grey from the National Metal Edge Box Co. of Philadelphia telling very effectively the story of the Metal Edge method of packaging and what users think of it.

"Metal Edge boxes," say the manufacturers, "are the strongest paper boxes known, and are particularly valuable in protecting fragile merchandise. They would serve as well as anything short of a strong wooden crate for Nurserymen doing a large mail order business."

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The board for metal edge boxes is available in white, black and attractive colors, with the metal edge stayer in colors to match or harmonize.

This attractive and exceptionally well-made portfolio will be sent on request to inquirers. We suggest that our readers ask for a copy.

#### Shade Tree Association Meets

Fifty tree and landscape experts met at New Haven on August 11th on the occasion of the annual meeting of the Connecticut Shade Tree Protective Association. The guests were taken on a tour of the city to view the shade trees; the tree equipment of the city was exhibited. A picnic at Light-house Park and an inspection of the Yale Nurseries in Hamden completed the day's activities.

C. E. Cary, for four years Educational Director of the A. A. N. working in connection with the National Publicity Campaign, has joined the William H. Mast Nursery of Davenport, Iowa. Mr. Cary was at one time professor of landscape architecture at the University of Minnesota.

Paul Stark, Louisiana, Mo., and his son, Paul J., visited Fayetteville, Tenn., last month to view the progress and development of orchards in that district. The proposed "Golden Ridge" colonization project was the attraction. Mr. Stark says that section has all the natural characteristics for the production of high grade fruits.

### HARDY PERENNIALS AND ROCK PLANTS SEEDLINGS

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### SOUTHWESTERN NURSERYMEN'S ASSOCIATION

Mrs. Thos. B. Foster, Denton, Tex., Sec.

The fifteenth annual convention of the Southwestern Association of Nurserymen will be held at the Baker Hotel in Dallas on September 7-8th. All Nurserymen of the Southwest are urged to attend this convention.

All of us realize that this is a critical time in the Nursery business. What are we going to do with all of these fine trees and plants that we have spent both time and money to grow to perfection? Come to the convention and hear what the leaders in the industry have to say about this. Of course, cash is scarce with all of us, but it is going to be even more so unless we are able to dispose of our products at live and let live prices.

Otto Lang, as chairman of the entertainment committee, has planned a number of big features. A pre-convention item will be a big watermelon party on Tuesday evening with a surprise feature. You will enjoy this. The annual banquet on Wednesday, always an enjoyable affair, will be over by nine o'clock, allowing plenty of time to use the Majestic Theatre tickets which are furnished complimentary to convention attendants when they register.

Based on correspondence already received, we will have a fine attendance from both Texas and Oklahoma, with others coming from as far away as Florida and California.

The formal program follows:

#### September 6th

4:30 p. m.—Executive Committee Meeting.  
7:00 p. m.—Watermelon party with Dallas Nurserymen as hosts.

#### September 7th—Morning

Opening of Convention, Invocation, Address of Welcome  
Response to Address of Welcome—W. E. Rey, Oklahoma City  
Announcements  
Report of Secretary-treasurer—Mrs. Thos. B. Foster, Denton, Tex.  
President's Address—Edward L. Baker, Fort Worth, Tex.

#### September 7th—Afternoon

Report of Nomination Committee and Election of Officers, Place of Meeting for 1933

"Phony Peach Disease"—Round table discussion led by T. E. Hagan, Jim Parker, C. C. Mayhew, J. E. Conard, J. B. Baker

"Cooperative Marketing"—W. C. Grif-fing, Beaumont, Tex.

7:00 p. m.—Banquet, Baker Hotel Roof, Otto Lang, Toastmaster. Complimentary to all registered attendants of convention, speakers and guests.

#### September 8th—Morning

"Crotalaria as a Soil Builder"—R. C. Simpson, Monticello, Fla.

"State Schools Selling Nursery Stock"—Round table discussion led by E. C. Trauer-nicht, Fort Worth, Tex.

"Year Around Nursery Work"—J. O. Lambert, Shreveport, La.

12:30 p. m.—Luncheon Baker Hotel Roof. Complimentary to registered convention attendants.

#### September 8th—Afternoon

"West Texas Chamber of Commerce Five-Year Beautification Campaign"—D. A. Bandoen, General Manager West Texas Chamber of Commerce.

Report of Committees, Short Talk by President for Ensuing Year, Adjournment.

Tickets for the Majestic Theater will be issued when paying registration fee. Good for September 6, 7 or 8th.

LELA W. FOSTER, Secretary

Villa Nurseries, Portland, Ore., have been incorporated for \$5,000. John & Hazel Mickelsen and John P. Welbes.

#### WANTED: NEW VARIETIES

We are interested in getting in touch with the owner of any new improved varieties of ornamentals, roses, fruits, etc.—new seedlings, bud sports, improvements of known varieties, etc. Will pay good price for valuable new plants. Address A-123, American Nurseryman, Rochester, N. Y.

## Lack of Cost Finding Serious Situation

(Continued from Page 70)

neighborhoods?" This is an educational movement, supported by public gifts, having no commercial backing or connections whatever, operating for public service.

#### Tie-Up Possibilities

These campaigns have not cost our industry one white nickel. Probably few of us have made any effort to follow through on this advertising and effort paid for and exerted by others. As a practical example the county in Virginia in which I live put on its first clean up, fix up, plant up campaign this spring. County equipment was kept busy for a solid month carrying away trash that had accumulated during the past years. It cost the county alone over \$6,000 in wages, gas and oil, repairs, to equipment and incidentals.

Poster contests in the schools and high schools produced work that would have done credit to professionals. The newspapers turned over their columns to us. It is a thickly populated county, and the speakers' bureau furnished speakers for every community, large and small. Merchants cooperated. Boy Scouts, the Cadets, Camp Fire Girls, the Traffic Squad, Rotary, Kiwanis and every service club pushed the campaign. In one week we collected more

#### Andrew J. Fletcher

Andrew J. Fletcher, Cleveland, Tenn., well known Nurseryman and political leader in the Republican ranks, died July 21st fol-



lowing an illness of two and a half months. Mr. Fletcher was born March 11, 1861, at Greenville, Tenn. He had been engaged in the Nursery business for the past 25 years, being president of the Tennessee Nursery Company, his firm doing a large wholesale and retail mail order business throughout the United States. A widow, two sons and two daughters survive.

money than either political party had ever been able to gather in any political campaign. The campaign was successful and a skeleton organization has been maintained for even better work for next year.

Two adjoining counties caught the spirit and inaugurated campaigns, a little too late for best results. The county newspapers do not reach every home as the major part of the population take Washington papers, so, at appropriate times during the campaign, circulars were distributed. They were delivered in boxes of groceries, with packages from the drug stores, with bottles left by the milkman, by Boy Scouts, and by the blockmen who covered every block in the county. These appeals were not passed over as they are in reading a newspaper, but they went into the homes, the kitchens, and the hands of the housekeepers. One circular dealt solely with "Plant Up." It urged both individual and community planting. It urged the homeowner who does not know what to plant or where to plant to ask his local Nurseryman about rearranging their plantings. It urged them to plant something for the present and plan more for the future. It concluded with the appeal to clean up, paint up, fix up, plant up and beautify. Thirty-five thousand circulars were delivered in every home by hand, backed by the various communities, sponsored and actively aided by the county manager and county board.

Did local Nurserymen make any attempt to sell, to capitalize this effort, to do committee work or supervise work, plan the campaign or join in community work, and advertise themselves and their establishments? I suspect that they stayed at home and read about the depression. There was one exception. There was one who made a donation of plants to the county for public planting, but no attempt was made to sell goods when the entire community was busy selling the idea. In the circumstances the innocent bystander is led to believe either that there is no depression and that the Nurserymen have more business than they can handle, or that they have an abiding faith that they will be fed by the ravens. We cannot use depression as an alibi for indolence. Our own tiny community planted 133 trees, 200 forsythias and 50 hydrangeas because there was a fool lawyer stirring up his neighbors. There are nearly 100 communities in that county and its safe to guarantee that no Nurseryman tried to sell a tree.

There were over 7,000 such clean up campaigns this year. There will probably be more next year.

Getting out of a depression is up-hill work. We cannot coast out of it. We must climb out of it. It is not so bad as it might be. Judging by this recent experience I am inclined to feel that it's worse than it need be. If we don't take advantage of every opportunity, we are "asking for it" and we will get it. Our competing industries will see to that.

We have seen that other organized industries are busy planning. So must we plant. Those birds are out looking for the early worm. Let's beat them to it!

#### To a Nurseryman Who Needs a Good Office and Sales Executive

Here is a man who is a thoroughly experienced nurseryman, capable of taking complete charge of office and sales department and producing results. His training has been in agency work, catalog and mail order, wholesale. Successful in selling nursery stock direct over radio. A hard worker, with a clean record and can give the best of trade references. This man would like to discuss the matter with you, at your convenience.

Address A-122, care AMERICAN NURSERYMAN.

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## Preliminary—Fall 1932 Wholesale Trade List

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(2 and 3 year)

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Juniperus chinensis..... 10-12 in.	5.00	40.00
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Juniperus communis depressa..... 6- 8 in.	4.00	30.00
Juniperus scopulorum..... 8-10 in.	3.50	25.00
Juniperus scopulorum..... 10-12 in.	4.00	30.00
Juniperus virginiana..... 10-12 in.	3.50	25.00
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Picea canadensis..... 8-10 in.	3.00	20.00
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Pinus ponderosa scopulorum..... 8-10 in.	3.50	25.00
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Pinus sylvestris..... 8-10 in.	3.00	20.00
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Pseudotsuga douglasi..... 6- 8 in.	4.00	30.00

Note—Seedlings are tied in bundles of 50.

### Hill's Twice Transplanted Evergreens

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Abies concolor..... 6- 8 in.	10.00	75.00
Abies concolor..... 8-10 in.	12.00	100.00
Abies fraseri..... 6- 8 in.	6.00	50.00
Abies homolepis..... 6- 8 in.	6.00	50.00
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*Juniperus chinensis..... 12-18 in.	12.00	100.00
*Juniperus chinensis..... 18-24 in.	17.00	150.00
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Juniperus com. depressa aurea..... 8-10 in.	15.00	120.00
Juniperus com. depressa plumosa..... 8-10 in.	12.00	100.00
Juniperus com. depressa plumosa..... 10-12 in.	17.00	150.00
Juniperus com. depressa prostrata..... 8-10 in.	10.00	.....
Juniperus com. suecica..... 8-10 in.	15.00	130.00

### Hill's Twice Transplanted Evergreens—Continued

	Per 100	Per 1000
Juniperus excelsa stricta..... 6- 8 in.	\$ 7.50	\$ 50.00
Juniperus excelsa stricta..... 8-10 in.	10.00	75.00
Juniperus horiz. douglasi..... 8-10 in.	12.00	100.00
Juniperus sabina..... 6- 8 in.	10.00	80.00
Juniperus sabina..... 8-10 in.	12.00	100.00
*Juniperus sabina..... 10-12 in.	25.00	200.00
Juniperus sabina horizontalis..... 8-10 in.	12.00	100.00
Juniperus sabina pyramidalis..... 8-10 in.	14.00	120.00
Juniperus sabina von ehron..... 10-12 in.	12.00	100.00
*Juniperus scopulorum..... 12-18 in.	25.00	200.00
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Picea canadensis..... 8-10 in.	5.00	40.00
Picea canadensis..... 10-12 in.	6.00	50.00
*Picea canadensis..... 12-18 in.	15.00	100.00
*Picea canadensis..... 18-24 in.	20.00	150.00
Picea canadensis albertiana..... 8-10 in.	10.00	75.00
Picea canadensis albertiana..... 10-12 in.	15.00	120.00
Picea excelsa..... 8-10 in.	6.00	40.00
Picea excelsa..... 10-12 in.	8.00	60.00
Picea pungens..... 6- 8 in.	10.00	75.00
Picea pungens..... 8-10 in.	12.00	100.00
*Picea pungens (selected blue)..... 12-15 in.	50.00	480.00
*Pinus montana uncinata..... 10-12 in.	10.00	80.00
*Pinus mughus..... 6- 8 in.	10.00	75.00
*Pinus mughus..... 8-10 in.	17.00	150.00
Pinus nigra..... 12-15 in.	10.00	75.00
Pinus ponderosa scopulorum..... 8-10 in.	8.50	75.00
*Pinus strobus..... 12-15 in.	12.00	100.00
*Pinus strobus..... 12-18 in.	20.00	180.00
Pinus strobus..... 18-24 in.	30.00	250.00
Pinus sylvestris..... 8-10 in.	6.00	50.00
*Pinus sylvestris..... 12-18 in.	20.00	150.00
*Pinus sylvestris..... 18-24 in.	30.00	250.00
Pinus tanyosho..... 8-10 in.	25.00	200.00
Pseudotsuga douglasi..... 8-10 in.	8.00	60.00
Pseudotsuga douglasi..... 10-12 in.	10.00	80.00
*Pseudotsuga douglasi..... 12-15 in.	18.00	150.00
*Pseudotsuga douglasi..... 15-18 in.	20.00	180.00
Taxus cuspidata..... 6- 8 in.	20.00	150.00
Taxus cuspidata..... 8-10 in.	25.00	200.00
Taxus cuspidata nana..... 6- 8 in.	30.00	250.00
Taxus cuspidata nana..... 8-10 in.	35.00	300.00
Thuja occidentalis..... 10-12 in.	6.00	50.00
Thuja occidentalis..... 12-15 in.	7.00	60.00
*Thuja occidentalis..... 2- 3 ft.	30.00	250.00
Thuja occidentalis conica densa..... 8-10 in.	7.50	50.00
Thuja occidentalis douglasi aurea..... 8-10 in.	7.50	65.00
Thuja occidentalis douglasi pyram..... 6- 8 in.	10.00	75.00
Thuja occidentalis douglasi pyram's..... 8-10 in.	12.00	100.00
Thuja occidentalis Little Gem..... 6- 8 in.	10.00	75.00
Thuja occidentalis lutea..... 8-10 in.	12.00	100.00
Thuja occidentalis pyramidalis..... 8-10 in.	7.00	50.00
Thuja occidentalis pyramidalis..... 10-12 in.	10.00	75.00
*Thuja occidentalis pyramidalis..... 18-24 in.	30.00	250.00
*Thuja occidentalis pyramidalis..... 2-2 1/2 ft.	40.00	300.00
Thuja occidentalis recurva nana..... 6- 8 in.	6.00	50.00
Thuja occidentalis rosenthalii..... 8-10 in.	6.00	50.00
Thuja occidentalis rosenthalii..... 10-12 in.	10.00	75.00
Thuja occidentalis spicata alba..... 8-10 in.	10.00	90.00
Thuja occidentalis wareana..... 6- 8 in.	6.00	50.00
Thuja occidentalis wareana..... 8-10 in.	10.00	75.00
Thuja occidentalis woodwardi..... 8-10 in.	6.00	50.00
*Thuja occidentalis wood'i (Field)..... 10-12 in.	30.00	250.00
Tsuga canadensis..... 6- 8 in.	6.00	50.00
Tsuga canadensis..... 8-10 in.	14.00	120.00
Tsuga canadensis..... 10-12 in.	20.00	150.00
Tsuga canadensis..... 12-15 in.	25.00	200.00

Note—Above tied in bundles of 25 except items marked \* which are in 5's. 25 of same variety and size at 100 rate; 250 at 1000 rate. We allow 3% discount and box free when cash accompanies order.

# D. HILL NURSERY CO.

Evergreen Specialists—Largest Growers in America

BOX 402

DUNDEE, ILL.